



Charlotte City Council  
Workforce & Business Development Committee  
Summary  
October 12, 2020

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**COMMITTEE AGENDA TOPICS**

Business Advisory Committee Report  
Charlotte Business INclusion Program (CBI) Updates

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**COMMITTEE INFORMATION**

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**Committee Members Present:** James Mitchell (Chair), Tariq Bokhari (Vice Chair), Malcolm Graham and Renee Johnson

**Committee Members Absent:** Dimple Ajmera

**Others:** Councilmember Victoria Watlington  
Denada Jackson, Office of Constituent Services

**Guest:** DeAlva Wilson, Chair, Business Advisory Committee

**Staff Resource:** Victoria Johnson, City Manager's Office  
Phil Reiger, General Services  
Kay Elmore, General Services  
Steven Coker, General Services  
Shaunne Thomas, General Services

**Meeting Duration:** 2:00pm- 3:05pm

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**ATTACHMENTS**

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1. Agenda – October 12, 2020
2. Presentations – Charlotte Business INclusion and Business Advisory Committee

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**DISCUSSION HIGHLIGHTS**

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Chairman Mitchell called the virtual meeting to order and asked Committee members, City staff and guests to introduce themselves. He then turned the meeting over to Assistant City Manager Victoria Johnson to introduce the agenda topics.

### **Business Advisory Committee Update**

DeAlva Wilson, Chair of the Business Advisory Committee, provided the committee with an update on the Business Advisory Committee (BAC) and their purpose. Ms. Wilson shared her thoughts and recommendations on implementing two initial phases to realign the structure of the Business Advisory Committee to address outcomes and impact.

#### *Recommendations included:*

- Adding three additional seats to the Board and the need to collaborate with Council on those appointments to support the work of the BAC
- A structure to allow for increased partnerships with the Charlotte Regional Business Alliance and Mecklenburg County
- Expand engagement with the City's Community Resource Partners
- Continue to implement tools and leverage existing resources for real-time feedback regarding business community needs, issues and success stories

The Committee was supportive of Ms. Wilson's ideas and recommended she send a written request to the Mayor & Council regarding additional seat appointments in District 3.

### **Charlotte Business INclusion Program (CBI) Updates**

Phil Reiger introduced the topic and reintroduced Steven Coker, Charlotte Business INclusion's new program manager who has been with the City since August. Mr. Reiger turned the meeting over to Mr. Coker to start his presentation.

Steven Coker provided an overview of the Charlotte Business INclusion Program (CBI). Mr. Coker's highlights included CBI's mission statement, the current state and future of CBI, improvements made over the last two months and the Disparity Study purpose since the last study was done in 2017. An RFP will be issued for a new Disparity Study on October 15<sup>th</sup> with plans to award a contract in January of 2021. Representatives across City departments are serving on the RFP Evaluation Committee. Mr. Coker was complimentary of staff's work over the last two years and shared his commitment to continue to build upon their work as a national model and to collaborate with the Charlotte Business INclusion Advisory Committee, major stakeholders, City departments and elected officials. Mr. Coker also reviewed CBI's policy amendments adopted on July 1, 2020 and asked the committee to provide input on their Strategic Plan SWOT analysis to help shape the framework for CBI's work.

The Committee shared comments on the importance of the Disparity Study and connecting CBI's work to include workforce development, training programs, building capacity in the corridors, preparing businesses to grow their capacity and exploring data to be creative in addressing issues.

Councilmember Mitchell announced a joint meeting of the City Council's Workforce & Business Development Committee and the County's Economic Development Committee meeting will be held on October 22<sup>nd</sup> at 2:00pm.

The meeting adjourned at 3:05pm.